



LAMAR UNIVERSITY

Week 5 Assignment: Public Service Announcement (PSA) Post-Production

Overview

This week, you'll begin work on your public service announcement, or PSA. By the end of Week 5, you and your teammates will produce a PSA that:

- is 60 seconds or less.
- covers a specific topic.
- includes voiceover narration.
- employs video, text, or graphic effects.
- is finalized in Web-ready file format.
- follows copyright citation and fair use guidelines.

This week, you and your team will complete the pre-production work. Use this document to develop and record the following:

- Project proposal
- Script outline and narration script
- Shot list
- Copyright information

Submit a completed copy of this document by the end of Week 3.

Revising and Resubmitting This Document

It is important that you download and retain a copy of this document on your desktop. This step will allow you to submit a copy both this week and again in Week 5.

As you produce the video in Weeks 4 and 5, you will likely deviate from the plans your team establishes in this document. This is normal. However, when this occurs, you should revise this document to reflect these changes.

At the end of Week 5, you will submit the revised version of this document. Your coach will assess how well you recorded these updates by comparing your original version (from this week) with your revised version (from Week 5). **Rubric**

Use this rubric with the Assignment.

| Tasks | Accomplished | Proficient | Needs Improvement | Unacceptable |
|---|--|---|--|------------------------|
| Student project proposal (45 points) | Project proposal clearly details purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. | Project proposal identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. | Project proposal inconsistently identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of | Incomplete. (0 points) |

| | | | | |
|---|---|--|--|---------------------------|
| | Adjustments to the project proposal are determined early and clearly explained. (45 points) | (34 points) | deliverables. Adjustments to the project proposal are also inconsistent. (27 points) | |
| Script for PSA (15 points) | Provides a script using conventional writing standards. (15 points) | | | Incomplete. (0 points) |
| Shot list (25 points) | Provides a complete, well-considered shot list with documentation and explanation of any new shots taken in the moment of filming. (25 points) | Provides a shot list with documentation of any new shots taken in the moment of filming. (21points) | Provides a shot list but inconsistently documents new shots taken in the moment of filming. (18 points) | Incomplete. (0 points) |
| Copyright and fair use information (15 points) | Fair use guidelines are followed and all or most non-original material uses proper citations. (15 points) | | | Incomplete. (0 points) |

Week 5 Assignment: PSA Post-Production

Directions

1. Download a copy of this assignment document to your desktop.
2. As a group, select an issue to address in your PSA. Consider topics that impact your school, your community, and you personally.
3. Brainstorm the aspects of the issue you plan to cover, and identify the people you might interview for it.
4. Write up your project proposal in the area provided below.
5. Write a script outline and narration script in the spaces provided below.

Use the following sites as guides.

- Story Creation Tips: http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf
 - Writing Tips: http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf
6. As a team, brainstorm your shots. Be certain you include an establishing shot, a closing shot, wide shots, and tight shots. Follow the rule of thirds and other guidelines established in this tutorial:
http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p2_student_guides.pdf.
 7. Write up your shot list in the space provided.
 8. Identify additional assets, such as audio, images, interviews, and narration for your PSA.

9. Identify copyright citation and fair use guidelines to any visual or audio assets you use in your PSA.
10. Submit a copy of this document.
 - NOTE: Be sure you retain a copy of this document on your desktop. As you produce your video in Weeks 4 and 5, you will need to update this document to reflect any changes. You will submit a copy of the revised version at the end of Week 5.

Project Proposal

Create your project proposal here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Changes made to our post production assignment have been highlighted.

| General Information | | |
|---------------------|---|---|
| Name(s) | Dallas Bergstrom, Allen Bordelon, Belsa Cantu, Diana Cantu, Tina Cone | |
| Project title | Cyberbullying: Danger in the Dark | |
| Purpose | PSA alerting parents to the hidden danger of cyberbullying, prompting them to get involved before it is too late. | |
| Audience | Parents, guardians and adult mentors | |
| Program length | 60 seconds | |
| Costumes | Normal home attire | |
| Sets | Bedroom in a typical home, playground, school hallway, and inside a movie theater | |
| Props | Computer | |
| Locations | School, playground, movie theater, home | |
| Crew | | |
| Director(s) | Dallas Bergstrom | |
| Narrator(s) | Allen Bordelon, Diana Cantu | |
| Scriptwriter(s) | Allen Bordelon, Tina Cone | |
| Talent | Diana Cantu, Tina Cone | Carolina Cantu-actress Carmelita Cantu-actress Viviana Cantu-in charge of |

| | | |
|---------------------------------|---|---|
| | Dallas Bergstrom | lighting Cody Trembulak-actor Jacob Blazo-actor Plano Senior High Theatre students |
| Camera operator(s) | Dallas Bergstrom, Belsa Cantu, Diana Cantu, Tina Cone | Plano Senior High Theatre students |
| Editor(s) | Allen Bordelon, Diana Cantu, and Tina Cone | |
| Schedule of Deliverables | | |
| Project phases | Due date | Owner |
| Preproduction | 9/12 | All |
| Video and image production | 9/17 -9/23 | Dallas Bergstrom, Allen Bordelon, Belsa Cantu, Diana Cantu |
| Narration | 9/17 - 9/19 | Allen Bordelon, Diana Cantu |
| Editing | 9/22 -9/26 | Allen Bordelon, Tina Cone, Diana Cantu |
| Publish to YouTube | 9/27 | Tina Cone |
| | | |

Script Outline

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Narrator: Parents, you talk to your children about bullying...

...at school (3 second shot of school)

...at the playground (3 second shot of a playground)

...at the mall and movie theater. (3 second shot of a movie theater)

So, why don't you talk to them about being bullied here at home? (6 second video; show a video shot inside of a house, walking into a teenager's bedroom, teenager seated at the computer)

Cyberbullying is happening in your own house... (cut to screen shot of the computer, with a bullying message full of putdowns and negative comments, for 5 seconds) ...to your own children.

Protect your children...(cut to 8 second video shot of parent sitting with child at computer, gesturing at screen and in obvious discussion, closing with a heartfelt hug) ...talk to them about

the risks that are lurking online. Without the help and support of parents...

(cut to shot of cyberbullying suicide ABC news screen) cyberbullying can be deadly.

(cut to various screen shots of facebook, twitter, YouTube, etc.) Children spend an increasing amount of their time in the online world; make sure that world includes you.

Don't leave your child alone in the dark. (cut to 5 second video shot of child with head down, quietly crying in darkened room only lit by computer screen full of putdowns and negative comments)

Together, we can stop cyberbullying. (4 second shot of the word cyberbullying with the red circle/slash "no" symbol over it, growing large as the narrator talks)

A Public Service Message from the Partnership to Prevent Cyberbullying. (black screen with this message in text)

Narration Script

Add a copy of your narration script here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Parents, you talk to your children about bullying...

...at school

...at the playground

...at the mall and movie theater.

So, why don't you talk to them about being bullied here at home?

Cyberbullying is happening in your own house...

...to your own children.

Protect your children...

...talk to them about the risks that are lurking online. Without the help and support of parents...

...cyberbullying can be deadly.

Children spend an increasing amount of their time in the online world; make sure that world includes you.

Don't leave your child alone in the dark.

Together, we can stop cyberbullying.

A Public Service Message from the Partnership to Prevent Cyberbullying.

Shot List

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

| | |
|----------------|--|
| Name(s) | Dalas Bergstrom, Allen Bordelon, Tina Cone, Diana Cantu, Belsa Cantu |
|----------------|--|

| | |
|--------------------------|--|
| Project Title | Cyberbullying: Danger in the Dark |
| | |
| Shot Number | 1 |
| Location | School hallway |
| Talent | Plano Senior High Theater Students |
| Props | none |
| Special Equipment | none |
| | |
| Shot Number | 2 |
| Location | Playground, at the swings |
| Talent | Child on swing (possibly pair of children, one being bullied.) |
| Props | Playground and swingset |
| Special Equipment | none |
| | |
| Shot Number | 3 |
| Location | Movie theater |
| Talent | Plano Senior High Theater Students |
| Props | none |
| Special Equipment | none |
| | |
| Shot Number | 4 |
| Location | Inside a typical home in a child's bedroom |
| Talent | Teenage child |
| Props | Computer |
| Special Equipment | none |
| | |
| Shot Number | 5 |
| Location | Inside a typical home in a child's bedroom |

| | |
|--------------------------|--|
| Talent | none |
| Props | Computer, screen filled with cyberbullying messages and text |
| Special Equipment | none |
| | |
| Shot Number | 6 |
| Location | Inside a typical home in a child's bedroom |
| Talent | Parent, teenage child |
| Props | Computer |
| Special Equipment | none |
| | |
| Shot Number | 7 |
| Location | Inside a typical home in a child's bedroom |
| Talent | none |
| Props | Computer, screen displaying Twitter, facebook, Myspace and Youtube Logos |
| Special Equipment | none |
| | |
| Shot Number | 8 |
| Location | Inside a typical home in a child's bedroom |
| Talent | Teenage child |
| Props | Computer |
| Special Equipment | none |

Copyright Information

Note any citation and fair use guidelines to any visual or audio assets you use in your public service announcement here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

None at this time (9/12)
None needed (9/27)